

THE MAIN STREET Communicator Network TATTLE R

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"We report. We decide."

Friday (7/22) Conclave keynoter, FCC commissioner **Jonathan Adelstein**, renewed his call for the FCC to investigate and prosecute violations of radio or TV payola and plugola on Wednesday (5/25). In a speech to a luncheon gathering in Washington, D.C., Adelstein told the room that he was "here with a warning once again" that the problems extend beyond video news releases to include undisclosed product placements in television programming. "We can all agree that the violations [of FCC rules] must stop immediately," he told the audience, harkening back to a speech he gave in St. Louis on May 14 when he said that media consolidation has — as "one of its most pernicious symptoms — the increasing commercialization of the media." In that St. Louis speech, delivered to the National Conference for Media Reform, Adelstein described commercialization of the media as creating an environment of "thinly disguised payola fueling homogenized corporate music with no room for new, vibrant or local artists" and where "video news releases [are] masquerading as news." Adelstein added, "I have discovered a bottomless pit of commercialism in today's media into which even icons we hold sacred are sinking and becoming sullied. Not only are celebrity chefs and celebrity fashion up for sale but, most ominously, news shows are increasingly up for bid." To find out more about the Commissioner's feelings on this important subject, you MUST be in the room for his keynote at 11AM Friday at the Learning Conference!

Congrats to longtime **Conclave** board member **Kipper McGee** on his hiring at **ABC Talk WLS-AM/Chicago** as PD, effective June 13. McGee, who was last Head of Special Projects at **Talk Radio Network**, has had a lengthy career in radio, including stints at **WDBO/Orlando**, **KTRS/St. Louis**, **KIOA/Des Moines** and **KBZT/San Diego**. Kipper was instrumental in helping to bring **Mancow** back to the **Conclave Learning Conference** as one of it's Saturday (7/23) keynotes. Ironically, now Mr. McGee will count **Mancow** as one of his competitors. But don't expect fisticuffs to break out at the 'Clave...

GREAT VALUE GETS BETTER! The 30th Annual Conclave Learning Conference — long known as "the best value in the industry" — is proving it once again as it extends it's \$399 tuition until Thursday, June 23rd!

ADDED!
KQRN/Mitchell KU00/Spirit Lake KVHT/Vermillion

ON:
KKCK/Marshall KBRK/Brookings KWOA/Worthington
KRCS/Rapid City KSQY/Rapid City

With its \$399 tuition and \$105 Marriott City Center Hotel rooms (which are going, FAST), the Conclave saves hundreds of dollars over other industry gatherings, while presenting a superior curriculum of learning! The 30th Learning Conference (7/21-24) features over 40 different sessions and events PLUS 12 different Format Symposiums, six meals, and more networking in 4 days than most people accomplish in a year! For more information and to register now for the 30th Anniversary Conclave Learning Conference, call 952-927-4487 or visit the website at www.theconclave.com.

Ahh...the smell of a \$10.6 million settlement, it is a sweet one. Just ask **Erin Weber**, the former Country WYCD/Detroit personality who was the recipient of said award in her lawsuit against her former employer, **Infinity**. The plaintiff cried discrimination, when, after Weber had made several complaints of an allergic reaction, afternoon host **Linda Lee** refused to cease and desist in wearing the offending fragrance. Weber then filed a complaint with the EEOC, and claims to have been fired as a result. The station claimed that this was not the case; indeed that they had gone out of their way, asking Lee to stop with the perfume and putting Weber on an opposite schedule. The 100% female jury, however, agreed with Weber, making her a millionaire.

American Idol fans in Milwaukee can breathe a sigh of relief. They won't have to do without the scintillating entertainment they've grown so used to in watching the Fox singing competition after all because it's coming to their townÉwell, almost. Instead of 20-something, ridiculously good looking singers competing, **Clear Channel Talk WISN/Milwaukee** will be welcoming aspiring radio personalities, in their search for the *Milwaukee Talk Star*. Open auditions will take place June 4 for anyone who now or used to live in the market, then the field will be narrowed to 20 semi-finalist who get an on-air trial. This will be followed by eliminations leaving the pool at 5 finalists who will be voted upon by listeners, with a winner being crowned in August.

We at the *Tattler* are sure that most viewers tuned in to **American Idol** as an ironic gesture, a winking at society's desire to laud mediocrity, if you will. Or perhaps, the experience was more akin to the one 100 WSTO/Evansville listeners had while watching the finale at morning co-host **Booker's** home on a huge plasma screen. He and co-host **Sarah** gave the attendees a chance to yell at the screen and to participate in a *Bo & Carrie-Oke* competition. Local **Fox TV** affiliate was on hand to tape the event. This meant that the views saw themselves on television, watching themselves on televisionÉ

Not enough *Idol* news? Never fear, there's more: **Infinity Hot AC WQAL/Cleveland** sent morning duo **Wilde & Fee** to Los Angeles where they broadcast from the **Kodak Theater**, checking in after **Carrie and Bo** gave a press conference in which they both said that the show had been an incredible experience, and that they would be happy with the night's voting results either way. Of course, what couldn't be seen was **Fox** and **19 Entertainment** executives carefully maneuvering the fishline puppet strings now irrevocably attached to both finalists. Good luck with the iron clad contracts, kids!

WAKZ 15x! WYOY 11x! WHOT 9x!

Sattellites

ON KINK, KZPL!



featuring Steven Page
from Barenaked Ladies!



Midwest Small Markets Get Arbitron Boost. Yesterday, **Arbitron** announced an overhaul of its small market radio ratings methodology that involves spreading the total annual sample in "condensed markets" over a 12-month period and reporting re-weighted 12-month rolling averages, four times a year. The new methodology will (theoretically) provide more stability and less ratings bounce in small markets, where audience samples are naturally lower. The decision to spread sample and provide rolling averages - similar to the methodology Arbitron uses for its national RADAR network ratings service - was made after small market broadcasters decided against a proposal that would have increased individual survey sample sizes at a higher cost to subscribers. Improving ratings stability in small markets is a goal Arbitron, small market broadcasters and the Arbitron Advisory Council have been working on since March 2004. How soon could the Midwest begin seeing the new process? Beginning with the release of the Fall 2005 survey results, Arbitron will include diaries from Fall 2005 and Spring 2005 when tabulating audience estimates in its 110 condensed markets. Each report thereafter will be a two-book average of the most current and previous survey, which effectively doubles sample size. Ultimately in the spring of 2007, ratings will be issued quarterly - just like the "Big Boys" get! Want to know more about the Arbitron plan? Join Arbitron Vice-Presidents **Gary Marince** and **Bob Michaels** for their respective sessions at the 2005 Learning Conference!

The **New York Post** reports that Minneapolis native and co-creator of **Comedy Central's The Daily Show Lizz Winstead** is bringing suit against former employer **Air America Radio**. Winstead is seeking back pay totaling \$200,000 and various other compensations ranging from severance to unpaid commercial spots for **Vermont Teddy Bears** totaling an additional \$105,000.

Davidson Media Group has purchased Adult Standards simulcast KLBB/St. Paul - KLBP/Brooklyn Park-Minneapolis, MN from **Minnesota Public radio** for \$5.2 million. **James** and **Susan Cargill** had given the stations as a gift to MPR subsidiary **MNN Radio Networks** in 1999. They were the only remaining commercial stations in the MPR cluster.

Earlier this month, **Billboard Radio Monitor** - platinum partner of this year's Conclave Learning Conference - conducted a survey in their daily format email blasts, asking folks to indicate issues of importance inside each format. In return, each respondent was entered into a random drawing for a variety of nifty prizes including a complete Learning Conference tuition, worth up to \$549! The computer has selected the winners, and we're proud to announce them here! Learning Conference Tuition to the 2005 Learning Conference: **Shadia/Play 99.6** (in the country of Jordan!), **Mel Karmazin/Sirius**, **Mark Anderson/Clear Channel**, and **Alden Gillespy/ClubNetRadio.com**. One Year subscription to **Billboard Radio Monitor**: **John St. John/**

ADDED: KLZR/Lawrence



WZPL 17x!
WVRV 17x!

KFBZ 12x!
WRLT 11x!

Must Have Been Love

Jones Radio Networks, **Margaret Weissman/etown**, **Paul Stewart/93.9 WKYS**, Jerry Lembo/Jerry Lembo Entertainment Group, Thom McGinty/Entercom. Billboard Radio Monitor T-shirt: **Mark Allan/Clear Channel Radio**, **Ron Chatman/WYCD FM/Infinity Detroit**, **Loyd Ford/Americalist Media Marketing**, **Mei Young/KQRS**, **Dan Hun/WKPO-FM**, Douglas Ruffin/RealdanceFM, **Parish Brown/Ontop Communications**, **Don Halletin**, **Patrick Lagreid/KMIH-FM**, **Bob Goff/Sparta-Tomah Broadcasting Co.**, **Mat/KCMS - Seattle**, **Tony Bollen/Crista Broadcasting**, **Mark Reid/KQKY - NRG Media**, **Ed Nuhfer/Warner Music Group**, **Kayleigh Kriss/WHBC-FM**, **Rob Johnson/Max Trax**, **Tony Waitekus/WHTS**, **Tom Furci/Pamal Broadcasting**, **Tim Sheridan/KIBZ/Lincoln**. Billboard Monitor Mug- **Doug/Douglas LLC**, **Kris Coates/Sparta-Tomah Broadcasting Co.** Congrats, and we'll see you all in July!!

Speaking of Conclave Learning Conference Tuition winner, **Mel Karmazin**, this week he told the his **Sirius** shareholders' that the potential universe for satellite radio could reach 300 million subscriptions and stressed that "94% of our subscribers are satisfied with the product- that's an unbelievable number." Our guess is a similar satisfaction survey with terrestrial radio listeners would reveal a similarly intriguing satisfaction percentage!

NRG Media 80's KCTY/Omaha, NE flipped to BOB FM at noon on 5/26, getting' the party started with a tune by **Pink**. Despite the format change, **Ken Fearnow** remains in a management role as regional VP/GM and **Mark Todd** stays on as PD. **Joel Folger Entertainment** will consult.

1996 winner **Buddy Lazier** will be starting in the 3rd row of the **Indy 500**, and he'll be driving the only car co-sponsored by a radio station: Car 95 brought to the race by **ESPN Sports WXLW/Indianapolis**. WXLW owners **David** and **Jonathan Byrd II** also own **Byrd Brothers Racing**. Check out details at: <http://www.byrdbrothersracing.com>

In other Indy news, **XM Satellite Radio** will become the first satellite station to broadcast the race on 5/29. This comes as a result of a deal they cut with the **Indy Racing League**, naming them the *Official Satellite Radio Provider*. A promotional campaign will also launch: *The Fast Cash Finish*, partnered with **Andrett Racing**, **Honda** and driver **Bryan Herta**, offering a grand prize of a trip for two to next year's Indy 500.

Doug Erickson & Mary Love, hosts at **Woodward Communications** Hot AC WKSZ/Green Bay-Appleton, WI spent the last two weekends hosting 5K walks in their area, raising \$620,000 to help in the fight against **Juvenile Diabetes**. This is a cause close to home as **Woodward Communications AE Rodney Brocktrupt's** son **Reilly** was diagnosed with the disease last year. The boy served as captain for the WKSZ team.

BREANNA

No Other Love

Adding Now!
We'll be calling!

Cumulus Top 40 WZOK/Rockford, IL morning duo **Steve & Stef** raised more than \$20,000 for a local homeless shelter, **Carpenter's Place**, during a four and a half hour radiothon on 5/20.

Conclave Remembrance during Memorial Day weekend: The agenda for The 30th Anniversary Conclave features the biggest names in the industry, with presentations by noted radio personality and author, **Al Franken** and syndicated radio star, **Mancow**, FCC Commissioner **Jonathon Adelstein**, syndicated radio's **Dr. Laura**, **Conclave College** and the Super Session featuring ABC Radio's **Gil Gross**, Cumulus' **Jon Dickey**, Jefferson-Pilot's **Don Benson**, and Greater Media's **Peter Smyth**, amongst others. Also, the first-ever Conclave Promotions Summit on Thursday, July 21! (The \$99 tuition rate for the Thursday only conference access and students, teachers and free agents will remain.) The 30th annual Conclave Learning Conference begins Thursday, July 21 and goes through Sunday, July 24, 2005 at the Marriott City Centre in Downtown Minneapolis, Minnesota. For more information and to register now for the 30th Anniversary Conclave Learning Conference, call 952-927-4487 or visit the website at www.theconclave.com.

Radio's Best Friend **Art Vuolo** checks in with the following scoop: **John Records Landecker** may currently be "between pictures" but, last Friday the 13th he pulled morning drive for Mike North at Infinity's sports WSCR-AM (670) The Score. For the next couple of days he'll be following Steve Dahl from 7 till 10 pm on Infinity's hot talk WCKG-FM (105.9). Then on Monday, Memorial Day, he'll switch hats and fill in for Spike O'Dell at talk powerhouse WGN-AM (720) and four days later he'll spin the classic rock at The Loop WLUP-FM (97.9). Talk about a wider variety and a better mix of non-stop jocking. Adds Art, "Newly appointed PD, **Kipper McGee** needs to bring John back to the call-letters he's most famous for...WLS! He could be called...John "Off the Records" Landecker!" Nice try, Art. Don't give up your day job.

Changes. WLUP (The Loop)/Chicago's midday personality **Cara Carriveau** is out on maternity leave. Her sub? **Erin Carman**, host of *Garage Takeover* on the **Discovery Channel**. Carman used to work with Conclave keynoter **Mancow** on **Q101** and she also worked across the street at **WTMX**, as well as in mornings at **WWZZ**/Washington...**Paul Williams** returns to T40 after a few years as a country-boy, taking a new gig as Operations/Marketing Manager for the syndicated *Kidd Kraddick in the Morning*, based at **KHKS**/Dallas! His previous pop stops include **WSSX**/Charleston, **KDWB**/Minneapolis, **WAPW**/Atlanta and **WEGX**/Philadelphia.

Who Couldn't Use A Little More Knowledge?! You could win the annual \$1,500 Continuing Education Scholarship by registering for the 2005 Learning Conference - "Hardcore Radio" - July 20-24, and

2005's Hottest Secret Weapon! Just check the research!

Keith Urban
You'll Think of Me

Strong Rotation @ **KAMX/Austin WKTI/Milwaukee**

EMI **Impacting Hot AC 05.31.05**

Early Adds @ **WMMX Baltimore, WTIC Hartford, WOHX Orlando, KYKY St.Louis**

submitting an application. Here's the skinny: One registrant for the 30th annual Learning Conference will win the scholarship award, which may be applied to tuition, books, or other materials pertaining to the winner's course of study at a recognized institute for higher learning. The school or institution may be a college, junior college, trade or vocational school, Internet or extension course, or any other school offering the education and training desired by the winning applicant. Eligibility for this scholarship is limited to registrants for the 2005 Conclave Learning Conference, with the award going to the person submitting the winning essay on the topic of "Why I Want the Continuing Education Scholarship." Application materials for the scholarship are included with each registrant's confirmation email (which also contains the confirmation number needed to reserve a Marriott hotel room!) The deadline to receive the essay is July 1, 2005 with the winner being notified on or before the first day of the 2005 Conclave. For full details and rules, visit www.theconclave.com.

Conclave Board member, **Jamie Philips** and morning partner **Jim Colloff** from MIX 96 (KCVM) Radio declared that their 4th annual run/walk was a huge success. *The Run for Jamie & Jim's Kids* presented by Wells Fargo Bank raised over \$25,000 to take chronically and terminally ill children to Walt Disney World in Orlando. The non-profit organization, started in 1999, has now taken over 70 families with children who have life threatening illness to the land of Mickey Mouse. Last year the organization took a record 89 people on the trip and will be making another journey to WDW this coming September.

Contestants in a **Zimmer** Top 40 KSYN/Joplin, MO contest might be happy for a whiff of *any* perfume (even **Linda Lee's!**) at this point. Anything would likely be preferable to the stench of the interior of the '05 **Honda Element** that 7 listeners began living in at the beginning of the week. Now down to two finalists, the *Survive it to Drive It Contest*, seems to be a deadlock, with both set on driving away with the car despite having to survive on pizza & bottled water with only one 10 minute break every three hours.

REMINDER! The 30th Annual Conclave Learning Conference doesn't happen all by itself. It needs the support of key players in our industry to keep it going. In that spirit, the Conclave thanks these proud partners of the 2005 Conclave: **Platinum Partner:** Billboard Radio Monitor. **Partners:** All Access, Arbitron, BDS Radio/Nielson/VNU, BMI, AudioXchange/BitXchange (just added!), First MediaWorks, Matt & Ramona/Bob & Sheri, Jones Radio Networks, Troy Research. **Scholarship Partners:** Brown College, Specs Howard School of Broadcasting and McNally-Smith College (formerly Musictech). If you deal with any of these fine organizations this week, take the time to say 'thanks'!

On WXMA, KLLY, WCDA!

digby



one hundred percent free



Al Franken **Mancow**
FCC's Jonathan Adelstein

Gil Gross **Linda Clark**
John Dickey **Gregg Lindahl**
Peter Smyth **Promotion Summit!**
Don Benson **Conclave College!**
Dan Mason **Over 40 sessions!**
David Martin **FOUR Keynotes!**
Jim Roach **6 Meals!**

Tuition, STILL just \$399 until 6/1/05!

Register at www.theconclave.com

Presented by Conclave Platinum Partner **BILLBOARD RADIO MONITOR & All Access, Arbitron, BDS Radio/VNU, BMI, BitXchange/AudioXchange, Bob&Sheri/Matt & Ramona, Brown College, Clear Channel, FirstMedia Works, Jones Radio, McNally-Smith College, Specs Howard!**



30 YEARS OF THE CONCLAVE - 1990. The *TATTLER* continues its 30-year retrospective of the summer **Conclave Learning Conference**. This week, Conclave XV-1990. Soviet Union elects its first president, **Mikhail Gorbachev**. Iraq invades Kuwait. **Stevie Ray Vaughan** killed in a helicopter crash. Interscope Records founded. **Howard Stern** fined \$6000 for indecency by uttering "penis" and "lesbian". **Valerie Geller** becomes WABC/NY PD. **Doug Sorenson** becomes KATT/Oklahoma City PD. **Michael Luzak** becomes WMMS PD. **Marty Bender** becomes WFBQ PD. **Bill Richards** becomes KIIS PD. **Dave Beasing** becomes WLTJ/Detroit PD. **Jack Satter** becomes EMI VP. **Lenny Bronstein** becomes Charisma Album Promo Dir. **Greg Thompson** becomes Chrysalis Pop Dir, while **Tom Gorman** becomes his boss. # Single Conclave week = **"Step By Step"/New Kids On The Block** & the #1 album= **M.C. Hammer's *Please Hammer, Don't Hurt 'Em***. **Bob Costas** keynotes the 15th Annual Learning Conference. Conclave faculty includes **Pat Gillen, Greg Strassell, Jay Trachman, Rich Meyer, Mike Schaefer, Tom Gorman, Mark Potter, Dave Shakes, Marty Wall, David Z. Doug Lee & Peter McLane** receive Rockwells. First TalenTrak in Des Moines.

Changes, Too. MD **Courtney Quinn** upped to APD at **Saga Active Rock WLZX/Springfield**...**Kevin Wagner**, currently of afternoons on **Eagle Communications** Country KSJQ/St. Joseph, MO, takes on PD duties for **Eagle Communications** 4-station cluster including: Oldies KSFT-AM, News/Talk KFEQ-AM and AC KKJO...**Emmis** Top 40 WNOU/Indianapolis promotes MD/night guy **Dylan** to APD; he'll stay on his current duties as well...**Cox** Talk WSB/Atlanta hires former KSHE/St. Louis GSM **David Keiser** to be LSM...Sunday night jock/swing **Ja Blaze** earns APD/night stripes at **Clear Channel** Top 40 WSNX/Grand Rapids.

Noncommercial WRCJ/Detroit is changing hands from **Detroit Public Schools** to crosstown **Detroit Public Television**. The latter is also the owner of **PBS** affiliate WTVS-TV. The station will flip to Classical days and Jazzy nights on or around July 1. PD duties will go to WTVS VP of Programming and Education **Robert Scott**.

Congratulations are in order for **Entercom** Country WDAF/Kansas City morning show co-host **Karen Carson** on the birth of 8lb 2oz **Brent Ryan**.

Jobs. Y94/Fargo has an excellent opportunity on-air for a female morning co-host/midday talent! Qualified candidates must be plugged in to the lifestyle of the T40 listener! If E!, MTV, American Idol and lots of remotes and events aren't for you then neither is this job. You should have at least one year of full-time on air experience. This is a big job so if you think you're up to it send your tape and resume to OM **Mike Kapel**, 1020 25th St. So., Fargo, ND 58103...KOOL 101.7 in Duluth is looking for their next midday talent who knows oldies and is good at remotes—send tapes and resumes to PD **Scott Klohn**, 14 East Central Entrance, 55811 or e mail scottklohn@clearchannel.com...**Bob Bellini**

writes – "We need that other "JACK"...of all trades! Occasional live airshift, spot fill-in, occasional voicetrack airshifts, fill-in morning or afternoon (or both) traffic reporting, board-operating. Presentations to Bob – who's WKLH PD/Saga Communications Format Specialist-Classic Rock - at bellini@wklh.com, 414-978-9437, 5407 W. McKinley Ave., Milwaukee, WI, 53208...**Backyard Broadcasting** Sioux Falls Cluster (Country FM, Rock FM, News-Talk AM and all-Sports AM) looking for OM who can also do mornings on Lite 92.5. Send resume/mp3 to VP/GM **Craig Hodgson**, craig.hodgson@bybradio.com...WCMY/Northern Illinois seeking anchor/reporter. Must possess good writing/delivery skills. Send T & R to News Director, 216 W. Lafayette St., Ottawa, IL...**Cumulus** CHR WKFR/Kalamazoo, MI seeks Programming Chair. Experienced candidate must be able to conceptualize, implement, and execute promotions, enhance an veteran staff, creatively image, and be proficient in Selector. Send T&R to **Mike McKelly**, OM, 4154 Jennings Dr, 49048 or mike.mckelly@cumulus.com...**Family Radio Inc** CHR WIZM/La Crosse, WI seeks a creative, dynamic personality to work the phones and own nights. 1 yr. exp. req. Send T&R to **Jen O'Brien**, Z93 WIZM-GM, PO Box 99, La Crosse, WI 54602...**Clear Channel** /Iowa seeks to fill two marketing positions. Send cover and resume to 540 A Street, Ft. Dodge, Iowa 50501 or bobstraczek@clearchannel.com...**MTS Broadcasting** seeks FT sales rep. Send your resume to Beverly Jones, Box 237 Cambridge, MD 21613 or email to bevjones@intercom.net...KGRN-AM/Grinnell, IA seeks News Director responsible for: delivering 8 newscasts per day (M-F, 3 on Sat.), live reports, hosting four public affairs programs per month. Previous experience is a plus. Send a resume, sample newscast, and writing samples to: **Russ Crawford**, KGRN, P.O. Box 660, 50112, or e-mail to russkgrn@iowatelecom.net...Country WKYR/Winner, SD seeks midday-er with an Ag background and a strong delivery. Send T&R to **Jason Evans**, KWYR Radio, PO Box 491, 57580 or kwyrpd@gwtc.net...**Radio Plus** AC /Fond du Lac, WI seeks F or PT swing to cover/help with occasional air shifts, live remotes, promotions, etc. Resume and mp3 to radiatoraven11@aol.com...Sports Talk KQMG/Independence, IA seeks Account Exec to sell ESPN Radio. The successful candidate must possess excellent written and oral language skills as well as knowledge of local and national sports and ESPN Radio Programming and 2 years of sales experience. Send resume & cover to KQMG, PO Box 221, Independence, IA 50644 or brite953@indytel.com...CHR WZOK/Rockford, IL seeks experienced PT air-talent. Must be in driving distance of Rockford. Sent T&R to **Tom Lazar**, PD, WZOK-FM, 3901 Brendenwood Rd, 61107...**Regent** Active Rock WWBN/Burton, MI seeks PT announcer. Min.1yr. radio or broadcast school exp. Send T&R to WWBN, Attn: Program Director, 3338 E. Bristol Rd, 48529 or bbeddow@regentflint.com...**NextMedia** WXQL/Saginaw, MI seeks on-air PD with strong Selector and imaging skills. Send T&R to **Dave Maurer** WXQL Radio, 1795 Tittabawassee Rd. 48604...WAY-FM/Wichita, KS seeks GM with leadership skills and a balanced ministry & business mindset. Send resume and 1pg. description of leadership philosophy to tracy@wayfm.com...All positions listed in *JOBS* are provided free of charge and represent equal opportunities. No calls unless otherwise specified.

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